



**BOWEN UNIVERSITY, IWO**  
**COLLEGE OF COMPUTING AND COMMUNICATION**  
**STUDIES COMMUNICATION ARTS PROGRAMME**  
**FIRST SEMESTER 2023/2024 EXAMINATION**

**EXAMINATION COURSE TITLE: INTERCULTURAL  
COMMUNICATION**

**COURSE CODE: CMA 315**

**DATE: February, 2024**

**TIME ALLOWED: 2 HOURS 30 MINUTES**

**INSTRUCTION: Attempt Question 1 and any other three.**

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1. (a) Identify and explain 2 scholarly definitions of Culture. (10 marks)  
(b) Identify and discuss extensively 3 theories used to better aid our understanding of Intercultural communication (15 marks)
2. (a) According to Edward T. Hall, a prominent figure in the field of intercultural communication, the significant role of nonverbal communication in cross-cultural interactions cannot be overemphasized. Discuss (10 marks)  
(b) Identify and discuss extensively ANY 5 ethical considerations discussed in class (5 marks)
3. (a) Understanding cultural dimensions helps individuals navigate and adapt their communication styles when interacting with people from different cultural backgrounds, fostering effective cross-cultural communication. Discuss (5 marks)  
(b) Using relevant example, explain your understanding of the following barriers to Intercultural communication:
  - Stereotypes and Prejudice
  - Racism
  - Ethnocentrism
  - Discrimination(10 marks)
4. (a) In your own words, briefly narrate your personal understanding of Intercultural Communication. (5 marks).  
(b) Cultural Fusion, Cultural Assimilation, Cultural Immersion are closely related but not the same. Discuss. (10 marks)
5. (a) Cosmopolitanism and Afropolitanism are key issues in Intercultural Communication. Discuss. (10 marks)  
(b) With adequate examples and scholarly references, give a detailed overview of Intercultural Communication at play in any of the contexts discussed in class. (5 marks)
6. Using relevant examples and case studies, discuss the role of technology in Intercultural Communication. (15 marks).